

## ABSTRACT

## DATA DELIVERY THROUGH BEACONS

5        A communications system comprises at least one beacon device capable of wireless message transmission and at least one portable device capable of receiving such a message transmission. The beacon is arranged to broadcast a series of inquiry messages each in the form of a plurality of predetermined data fields arranged according to a first communications

10      protocol, such as Bluetooth. For the delivery of additional data via broadcast, and in particular data including location information, the beacon adds to each inquiry message prior to transmission an additional data field carrying broadcast data, with the portable device receiving the transmitted inquiry messages including the location data and reading the broadcast data from the

15      additional data field.

100-00000000000000000000000000000000